

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BMK3874 – GLOBAL MARKETING

(DISTANCE EDUCATION)

2nd March 2020
9.00 a.m to 11.00 a.m
(2 Hours)

INSTRUCTION TO STUDENT

1. This question paper consists of **ONE (1)** page (excluding this cover page), with **FOUR (4)** questions.
2. Answer **ALL FOUR (4)** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the **Answer Booklet** provided.

Answer ALL FOUR (4) questions.

Question 1

What are the forces affecting global marketing today? Describe briefly.

(25 marks)

Question 2

Compare material culture and non-material culture. Why it is important for global marketers to understand the relationship between them?

(25 marks)

Question 3

Discuss the advantages and disadvantages of a joint venture as a global market-entry tool. Give examples of joint-venture companies that have ventured successfully.

(25 marks)

Question 4

Describe the **SEVEN (7)** guidelines regarding intermediaries, which can be adapted by companies entering emerging markets for the first time.

(25 marks)

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